TO ALL OUR VALUED RETAILERS:

PHILIP MORRIS USA IS TODAY ANNOUNCING A VOLUNTARY RECALL OF A NUMBER OF OUR CIGARETTE BRAND PACKINGS BECAUSE A SMALL PERCENTAGE HAVE DEFECTIVE FILTERS.

CIGARETTES MADE WITH THE DEFECTIVE FILTERS MAY GIVE OFF A NOTICEABLE ODOR OR HAVE A METALLIC OR OTHER OFF-TASTE AND COULD CAUSE TEMPORARY IRRITATION OR DISCOMFORT.

TO DATE, WE HAVE NOT RECEIVED ANY CONSUMER COMPLAINTS RELATED TO THIS ISSUE AND IT IS POSSIBLE THAT NONE OF THE PRODUCT HAS REACHED RETAIL OUTLETS.

HOWEVER, BECAUSE IT IS POSSIBLE THAT A SMALL QUANTITY OF THE PRODUCTS MAY HAVE REACHED RETAIL DISTRIBUTION, WHICH WE CANNOT VERIFY QUICKLY, PM USA HAS DECIDED, OUT OF AN ABUNDANCE OF CAUTION, TO RECALL ALL OF THE BRAND PACKINGS THAT ARE INVOLVED.

YOUR WHOLESALER OR PHILIP MORRIS REPRESENTATIVE WILL CONTACT YOU TO ADVISE AS TO THE AFFECTED PRODUCT PACKINGS. YOU MAY ALSO CONSULT NOTICES THAT WILL APPEAR IN NEWSPAPERS.

PLEASE IMMEDIATELY SEGREGATE AND REMOVE FROM YOUR SELLING FLOOR ALL PACKS AND CARTONS OF THE AFFECTED PM USA BRAND PACKINGS. ADDITIONALLY, PLEASE SEGREGATE CASES OF THESE PRODUCTS IN YOUR STOCKROOM.

YOUR IMMEDIATE ATTENTION TO THIS SITUATION IS VERY MUCH APPRECIATED.

PHILIP MORRIS USA

COMMUNICATED MS MAIL 5/26/95 TO VPRSs, TMDs, SSDs, TMPs, TMMs, TMFs, HRDs, RFDs, NAMs, RMIAs, SOMs, DMs, SAMs, RMSMs, SFLMs, RFAs, AND BT2000 5/26/95 TO UMs AND TSMs. COMMUNICATED WESTERN UNION 5/26/95 TO ALL RETAIL ACCOUNTS. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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